

# The Affordable Care Act in Action: Building on State Efforts

## Virginia's Experiences Using Technology to Streamline Enrollment

September 8, 2011

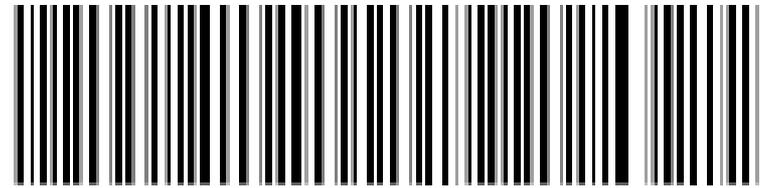
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Virginia Department of Medical Assistance Services

# CHIP's Role in Encouraging Use of Technology & New Enrollment Strategies

- More Flexibility
- No Requirement for State Workers
- Enhanced Federal Match
- New Focus on Health Insurance Coverage
- New Marketing & Outreach Focus
- Opportunity to Experiment

# Using Technology to Streamline Processes

- ❑ Contracted Centralized Processing Center – operating since 2001
- ❑ Web-based Eligibility Determination System with a Rules Engine and Integrated Application Tracking and Customer Service Functionality – since 2001
- ❑ Fax Server – since 2001
- ❑ Pre-filled New & Renewal Applications – since 2001
- ❑ Bar Coded Applications – since 2003



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# Using Technology to Streamline Processes

- Customer Friendly “.org” Website – since 2001
- Online Application – since 2005
- Paperless Workflow – since 2007
- Automated Phone System – since 2007

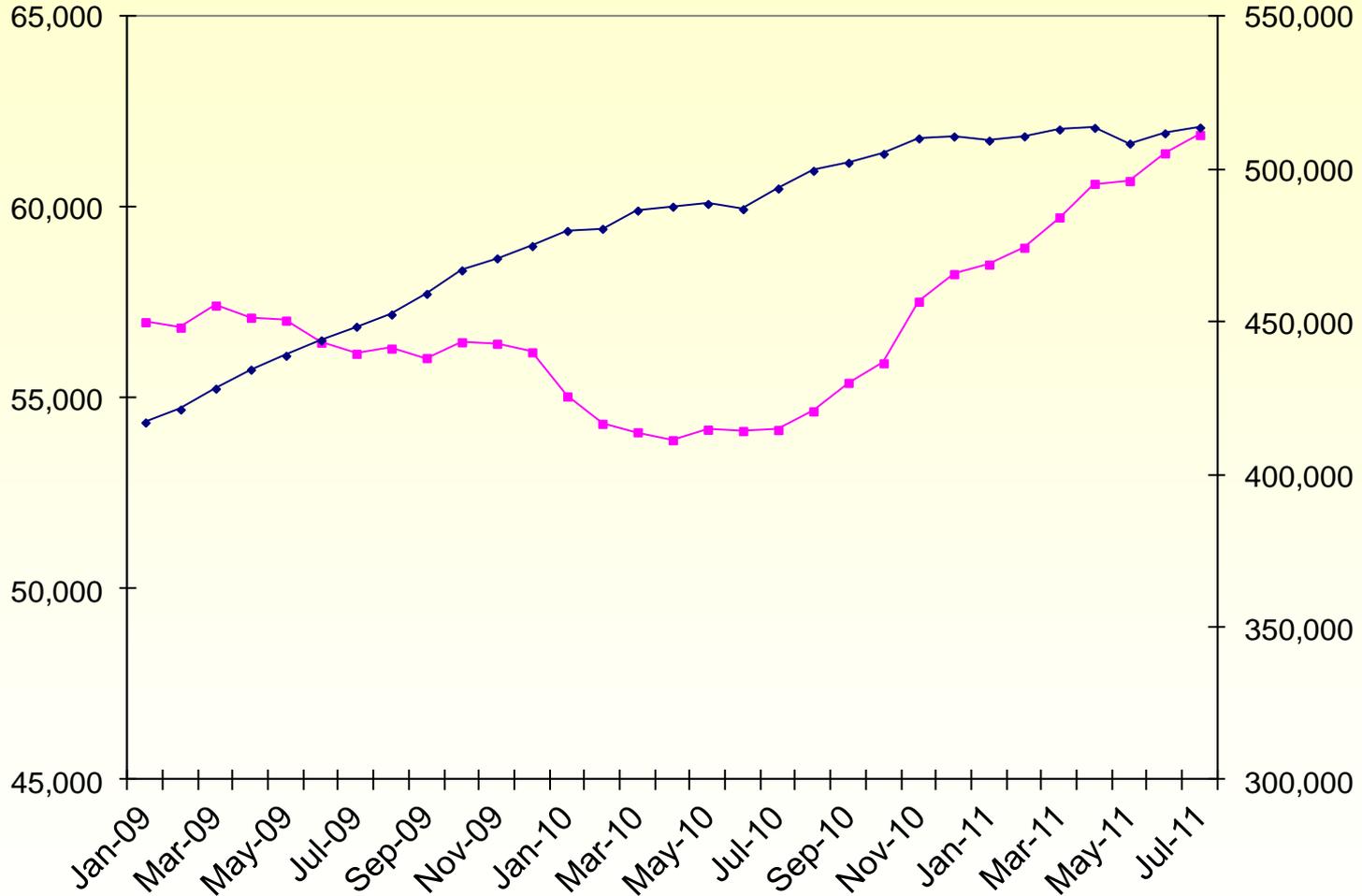
# Using Technology to Streamline Processes

- ❑ Full Implementation of Enhancements to CHIP Eligibility System – January 2010
- ❑ SSA Data Match for Citizenship & Identity Verification in Medicaid & CHIP – March 2010
- ❑ Automatic Data Transfer – March 2010
- ❑ One Page Renewal Application – June 2010
- ❑ New Process for Enrollment of Newborns – July 2010

# Using Technology to Streamline Processes

- ❑ Pre-populated Online Renewal – July 2010
- ❑ E-Signature for Online Applications – July 2010
- ❑ E-Submission of Verification Documents – July 2010
- ❑ Administrative Renewal – October 2010
- ❑ Telephonic E-signature – January 2011
- ❑ Website Redesign with Rolling Feature Box – June 2011
- ❑ Data Warehouse of Eligibility & Enrollment Data with Cognos Reporting Tool Integrated into the MMIS Contract – August 2011

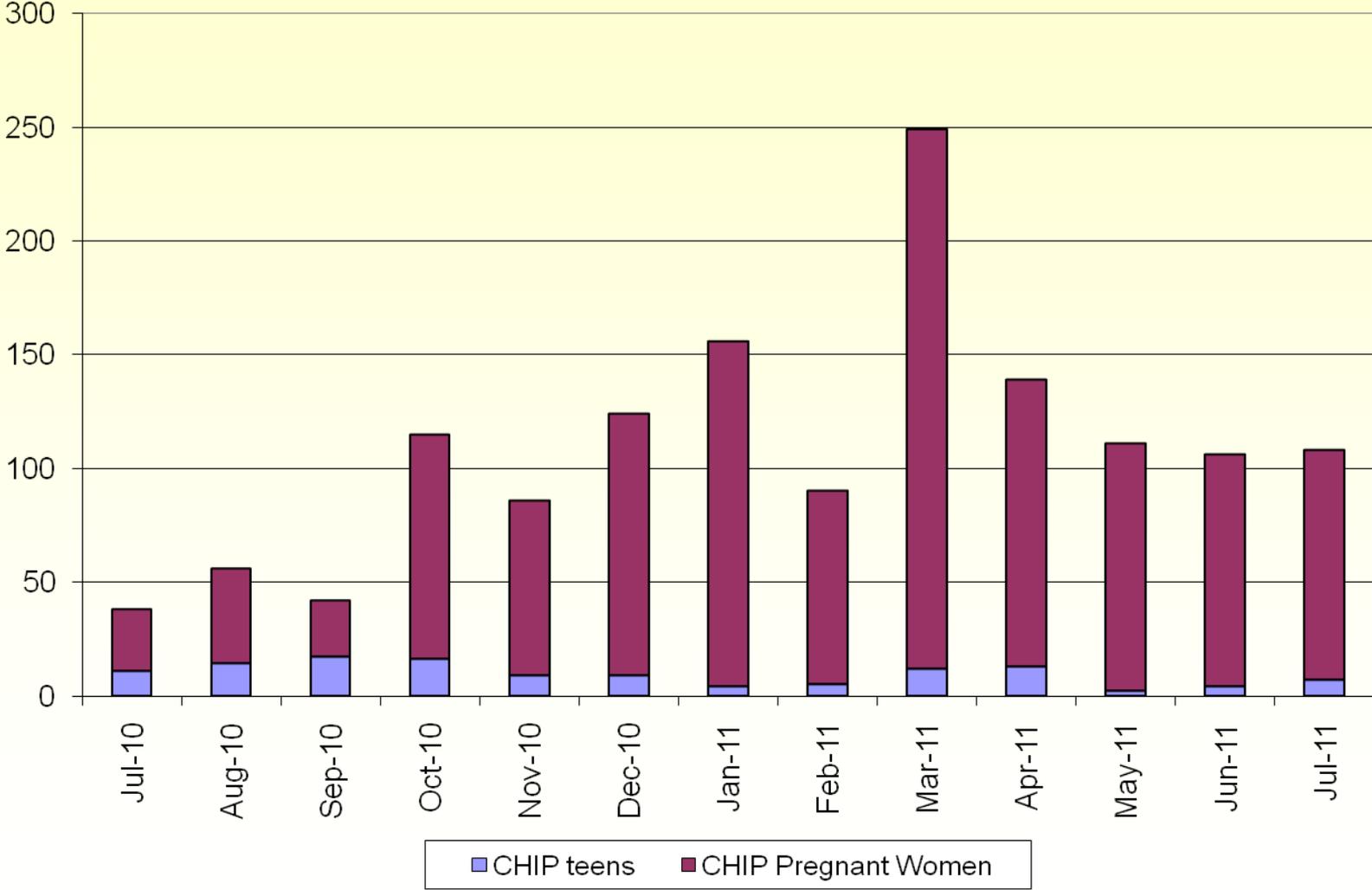
# CHIP & Medicaid Enrollment Trends



\*\* Medicaid enrollment includes the CHIP Medicaid Expansion Program

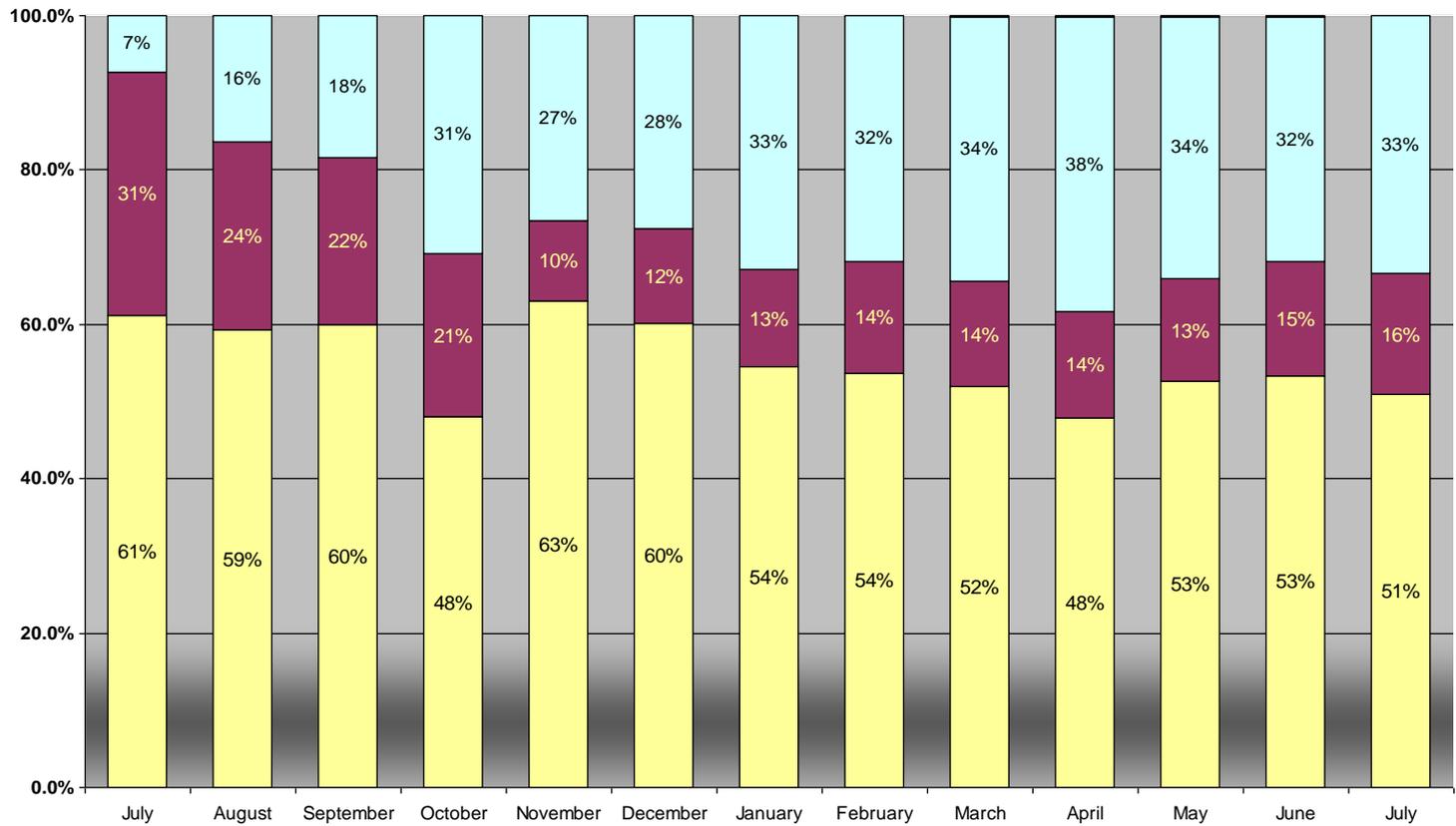


# Newborns of CHIP Moms Deemed Eligible



# Renewal Applications

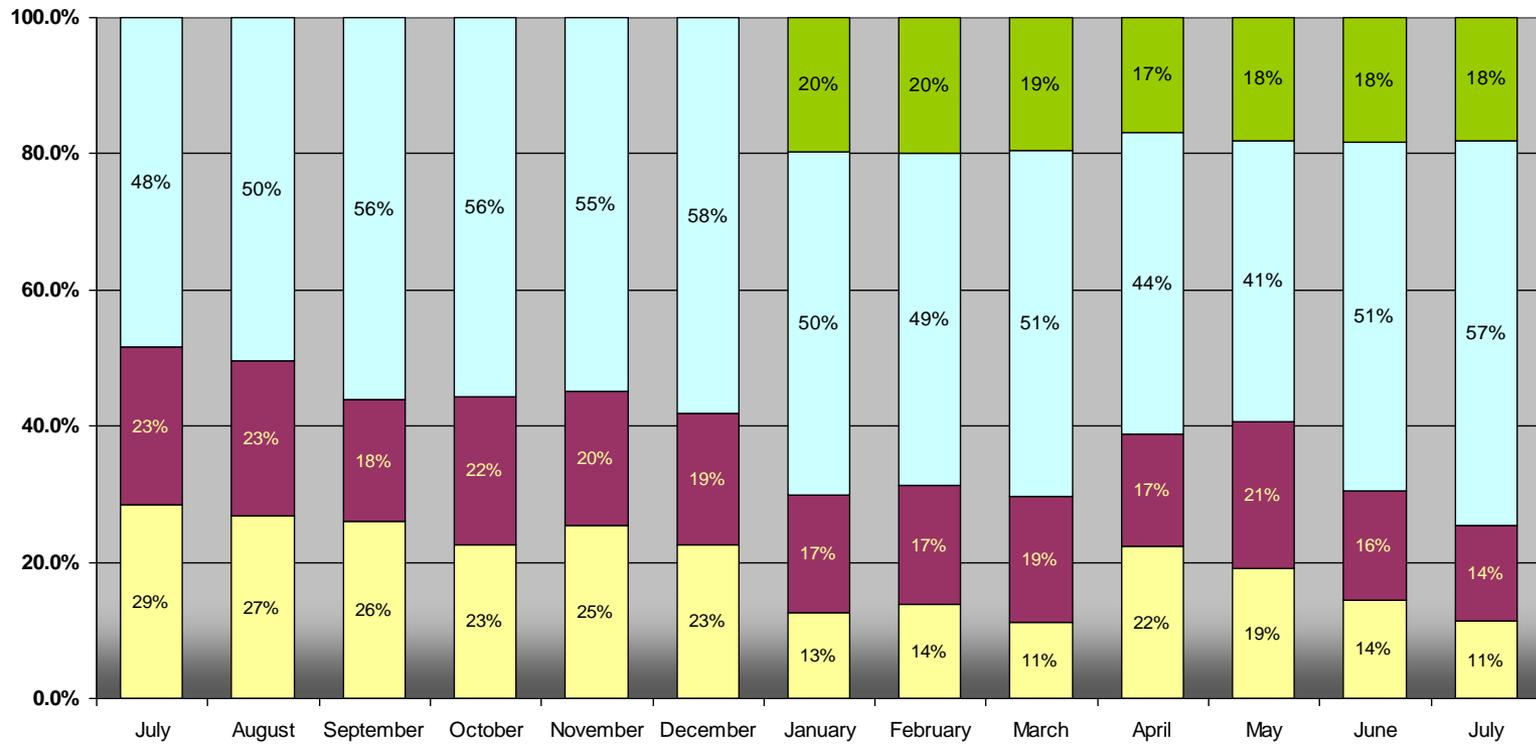
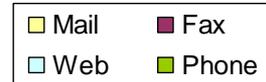
**Renewal Applications by Received Method**  
July 2010 - July 2011



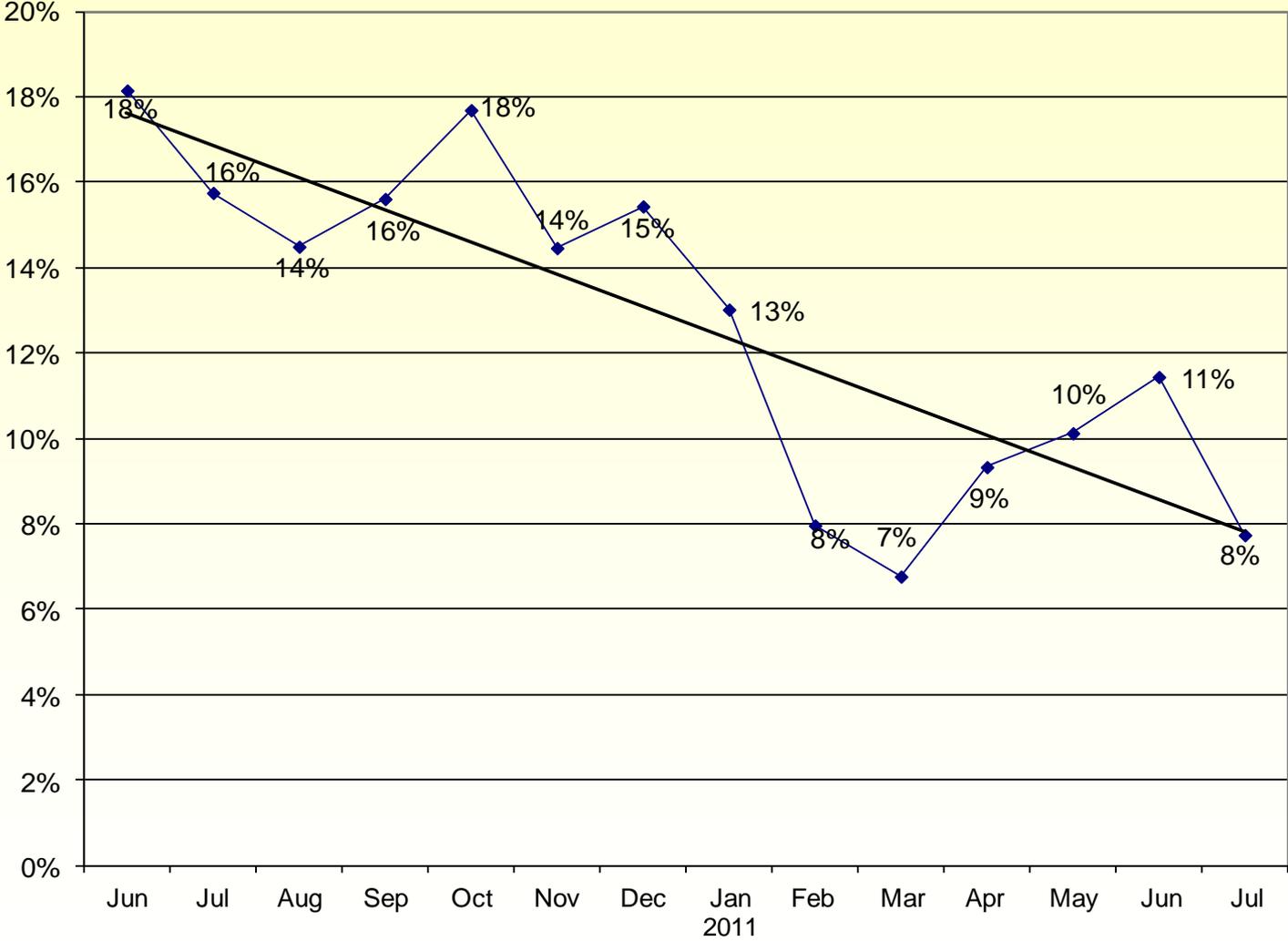
# New Applications

## New Applications by Received Method

July 2010 - July 2011



# New Applications Denied Never Received



# Lessons Learned

- ❑ Designing systems takes more than just money and IT staff
- ❑ Design contract to control costs as well as quality
- ❑ New technology can have unintended consequences
- ❑ Culture shift from case management to production work
- ❑ Out of sight = Out of mind?